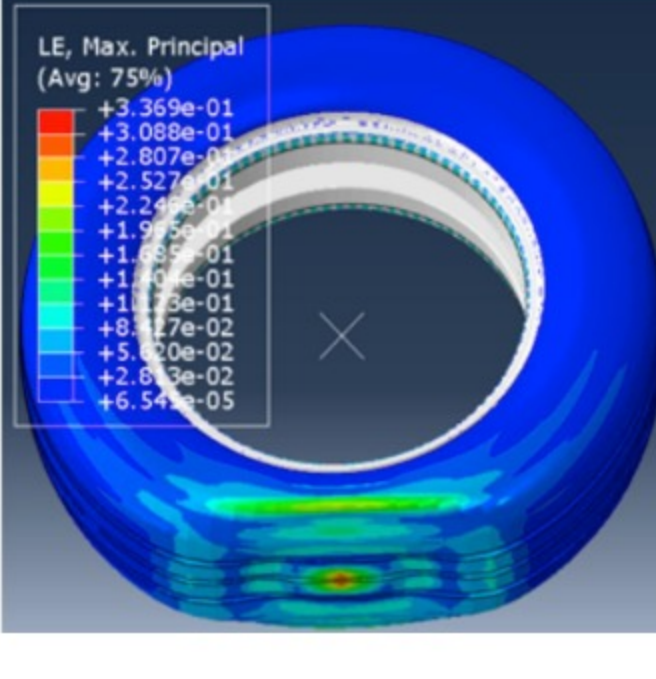
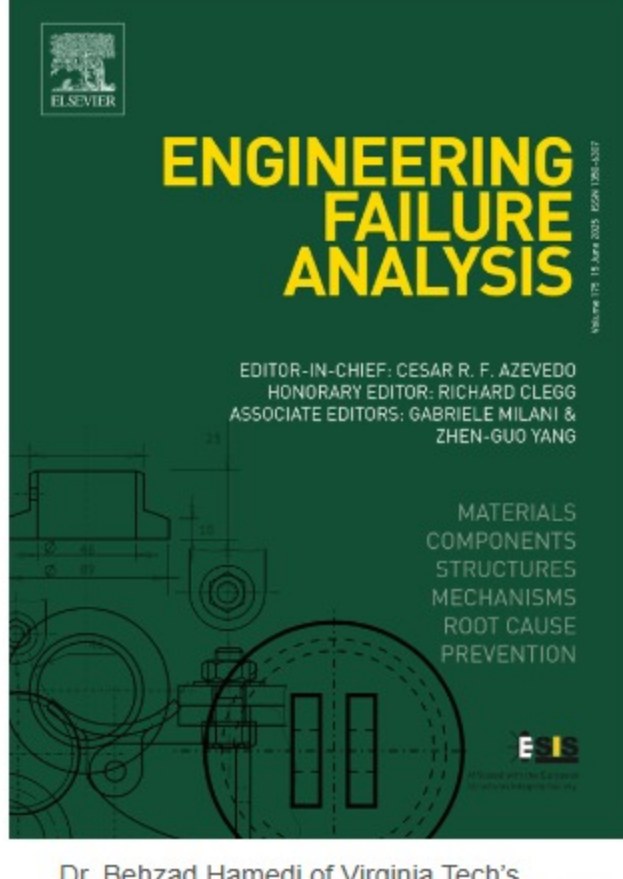


SPEAKING ENDURICAN



Rim-Supported Run-Flat Tires



Dr. Behzad Hamed of Virginia Tech's CenTIRE Research Center is the lead author of the article **A Preliminary Conceptual Study for Coupled Thermo-Mechanical and Structural Characterization of Rim-Supported Run-Flat Tires** which was just published in *Engineering Failure Analysis* Volume 176, 1 July 2025, 109617. The *Engineering Failure Analysis* journal provides an essential reference for analyzing and preventing engineering failures, emphasizing the investigation of the **failure mechanisms**, identifying the failure's root causes, and proposing **preventive actions** to avoid failures. [READ THE BLOG POST](#)



To promote and share this work the publisher, Elsevier, Ltd., is providing free access to the article and we are excited to share this opportunity with you. Anyone clicking on the button below where June 17, 2025 will be taken directly to the final version of the article on ScienceDirect, which you are welcome to read or download. No sign up, registration or fees are required.

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Multi-Year Maintenance & Support Bundles for Perpetual License Holders

INTRODUCING MULTI-YEAR MAINTENANCE & SUPPORT BUNDLES

FOR PERPETUAL LICENSE HOLDERS



Significant Cost Savings



Administrative Efficiency



Operational Continuity



Peace of Mind



Endurica is committed to building long-term, strategic relationships that support our clients' success well beyond the initial purchase of a software license. In response to direct feedback from clients, we are pleased to introduce multi-year maintenance and support bundles for perpetual license holders.

Why?

This initiative stems from a clear need: the desire to reduce paperwork, increase cost-effectiveness, and streamline a long-term approach to ongoing maintenance and support. Our goal is to empower organizations with the stability and confidence that long-term commitment provides, while also delivering meaningful cost savings. By extending support over multiple years at a discounted rate, we're reinforcing our role as a trusted partner in your organization's growth, innovation, and operational continuity.

Benefits to Your Organization [READ MORE](#)

WINNING ON DURABILITY

PREDICTING ELASTOMER FATIGUE: THE TESTS THAT REALLY MATTER

**LIVE
WEBINAR**

JUNE 18, 2025 at 10 am EDT (UTC-4)
with **Dr. Tom Ebbott, Endurica, Vice President**
Kurt Miller, Axel Products, President

**FATIGUE
PROPERTY
MAPPING**
KNOW YOUR MATERIAL

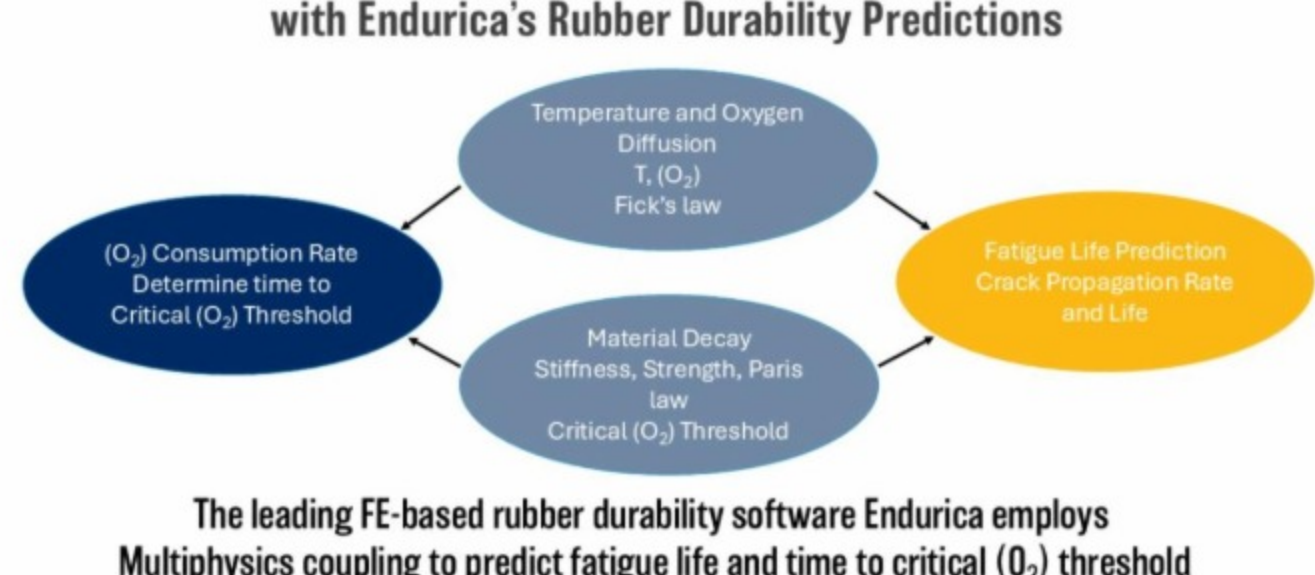


Experience how physical testing delivers the critical engineering parameters needed to predict fatigue failure in rubber components. Utilizing these parameters with Endurica's advanced durability simulation software gives you a clear picture of how rubber parts perform under real-world conditions.

Endurica's vice president Dr. Tom Ebbott, and Axel Physical Testing Services president Kurt Miller show the tests needed to predict fatigue in rubber components long before the first prototype is made. Materials characterization through Endurica's Fatigue Property Mapping system is the validated and proven testing framework for elastomeric materials.

[Learn More and Register](#)

Sneak Peek of 2025 Tire Society Presentation: Impact of Rubber Oxidation on Tire Retreading and Proposed Criterion for Acceptance



The leading FE-based rubber durability software Endurica employs Multiphysics coupling to predict fatigue life and time to critical (O₂) threshold

[Learn More About Endurica MP](#)

Calling all Customers: Want Infinite Life?

**I Speak
Endurica**
Get Durability Right

FATIGUE NINJA FRIDAY
THE INFINITE LIFE WORKFLOW
FRI., SEPT. 5, 2025 @ 10:00 AM EDT (UTC-4)

Endurica presents Fatigue Ninja Friday updates to keep you up-to-date on our latest information and workflows. There is no charge for this advanced training. If you are a user and are not receiving invitations to our Fatigue Ninja Friday series, please email [Pauline Glazza](mailto:Pauline.Glazza@endurica.com) at pwglaaza@endurica.com

Customer Bonus: Past Fatigue Ninja Friday episodes can be viewed at no charge via the Customer Portal on our new website!



Get Durability Right With The World's Best-Validated Fatigue Life Simulation System For Elastomers

Endurica provides simulation software, characterization services, testing instruments, CAE services and training to get rubber products to market faster.

Go to endurica.com and click on the user icon. Enter your email, name and company, then click the box to Sign up for Endurica Academy. Your credentials will be verified and we will send an email enabling access to the Fatigue Ninja Friday library. Be sure to take advantage of this newly-available, on-demand training benefit.

[Check it out](#)

Next Up: Conferences and Online Opportunities

I.M3 Institute of Materials, Minerals & Mining

Current Innovations in High Performance Elastomer Processes and Applications

9am - 5pm, 12 June 2025
Manchester

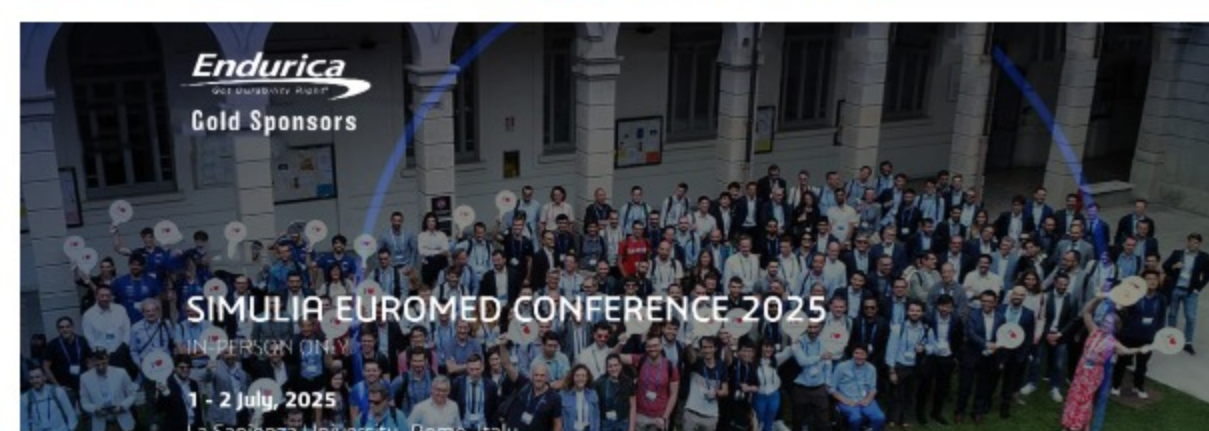
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THE TESTS THAT REALLY MATTER**

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**FATIGUE
PROPERTY
MAPPING**
KNOW YOUR MATERIAL



Instrumented Chip & Cut Analyser

The ICCA test offers direct control and measurement of the following key parameters:

- Wheel revolution speed
- Overall impact period
- Peak impact force
- Contact duration of impact

The ICCA records the following measurements:

- Normal force
- Normal displacement
- Friction force
- Friction displacement (i.e. wheel rotation)
- Abrasion depth



When there is rolling or sliding contact of a rubber surface over a second hard surface of sufficient roughness, localized cutting and damage of the rubber surface sometimes becomes a problem. It occurs in off-road tires operating on stony surfaces, for example, and it can severely limit the useful life of a tire.

[Learn More](#)



Rubbernecking is an interesting thing that makes us look twice.

Fracture Mechanics vs. Fracture Energy
D Zhao, A Cartier, T Nantia, F Lechenault, C Creton. *Nature Communications*, 2025
Fracture mechanics teaches us that the critical force is not the right metric to compare tearing and cutting since it strongly depends on the size and shape of the objects as well as on the way the loads are applied. The proper physical quantity to assess the resistance to crack growth is the fracture energy, i.e., the energy required to extend the crack by a unit area. [READ MORE](#)

